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FILED BY THE BOARD OF
SOCIAL WORK EXAMINERS

KMG 8-19-03

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STATE OF NEW JERSEY
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF CONSUMER AFFAIRS
STATE BOARD OF SOCIAL WORK EXAMINERS

In the Matter of	:	
	:	Administrative Action
DONNA PAVLIK, LSW	:	CONSENT ORDER
	:	
Licensed to Practice	:	
Social Work in the	:	
State of New Jersey	:	
	:	

This matter was opened to the New Jersey State Board of Social Work Examiners ("the Board") upon information received that Donna Pavlik ("respondent"), Licensed Social Worker ("LSW") advertised her social work practice in a manner which misrepresented to the public that she had a private practice where she provided clinical social work services. Specifically, her letterhead, business card, and a number of advertisements placed in various publications all represented that she had a solo private practice called "Pavlik" where she provided child and adult psychotherapy to individuals, groups, and families, treating a wide range of problems.

Pursuant to N.J.S.A. 45:15BB-4(c), "[n]o person shall engage in the independent practice of clinical social work for a fee unless the person is licensed under this act as a licensed clinical social worker." Further, N.J.A.C. 13:44G-3.2 provides that a LSW may provide clinical social work services only under the supervision of a licensed clinical social worker or other supervisor acceptable to the Board.

In responding to the Board's inquiries into her practice, respondent claims that she in fact is employed by a psychiatrist, and that she provides therapy in his private practice and under his supervision. Despite this claim, there is nothing in respondent's advertising which would indicate that she does not own the practice or that she is not working independently, but rather that she is under supervision.

Having reviewed the entire record, it appears to the Board that respondent's advertisements violate N.J.A.C. 13:44G-11.2 which provides, in part, that "[a] social worker shall assure that an advertisement does not misrepresent, suppress, omit or conceal a material fact." Respondent's advertisements constitute a misrepresentation pursuant to N.J.S.A. 45:1-21(b).

It appearing that the respondent desires to resolve this matter without resort to formal disciplinary proceedings and that good cause exists for the entry of the within Order,

IT IS ON THIS 19th DAY OF August 2003,

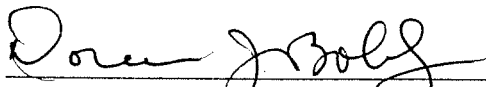
HEREBY ORDERED AND AGREED THAT:

1. Respondent shall immediately cease and desist from advertising in a manner which makes misrepresentations to the public, including by omission, regarding her social work practice.

2. Within thirty days from the entry of the within Consent Order, respondent shall submit to the Board her corrected advertisements and an explanation of the steps she has taken to withdraw all advertisements containing misrepresentations from all publications in which they have appeared.

3. Respondent is hereby assessed a civil penalty in the amount of one thousand, five hundred dollars (\$1,500.00) for a violation of N.J.A.C. 13:44G-11.2 which constitutes a misrepresentation pursuant to N.J.S.A. 45:1-21(b). The above penalty of \$1,500.00 shall be paid within thirty days of the entry of the within Consent Order. The payment shall be by certified check or money order, payable to the State of New Jersey and sent to Kay McCormack, Executive Director, State Board of Social Work Examiners, P.O. Box 45033, Newark, New Jersey 07101.

STATE BOARD OF SOCIAL WORK EXAMINERS



Doreen Bobby, MSW, LCSW
Chair

I have read the within Order
and understand its terms. I
hereby consent to its entry and
to be bound by the Order's terms.

Donna Pavlik, LSW.
Donna Pavlik, LSW